SYSTEM REQUIREMENT SPECIFICATION

Creative Industry System
DoIM,MoIC
Oct-Nov 2021

Customer Name	Department of Information & Media (DoIM), Ministry of Information & Communications
Project Name	Creative Industry System (Database & website) to promote the Creative Industries (CI) in Bhutan.
Document Name	Software Requirement Specifications
Document Objective	Insight on the purpose & scope of the project
Project Description	The Creative Industries (CI) in Bhutan is at a nascent stage and requires support from the government. The CI database & website shall have the information of all the companies/individuals/sectors under the creative sector.
Project Lead	ICT Division, MoIC & DoIM

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1. Introduction

A. Background

The Creative Industry (CI) is one of the most dynamic and fast-growing sectors that provide a significant contribution to the economy of a country. It has proven to generate income, create jobs and export earnings while also encouraging creativity and innovation in attaining inclusive, equitable, and sustainable growth of an economy. Creative industry is a viable option to diversify the economy particularly for resource dependent economies or economies relying on limited products.

UNCTAD Definition of the Creative Industries:

"The Creative Industries are at the core of the creative economy, and are defined as cycles of production of goods and services that use creativity and intellectual capital as their main input. They are classified by their role as **heritage**, **art**, **media and functional creations**".

UNCTAD Classification of the Creative Industry

Heritage	Arts	Media	Functional Creations
Traditional cultural expression -Art crafts -Festivals -Celebrations	Visual Arts -Paintings -Digital Art -Photography -Sculpture -Pottery	Publishing -Books -Magazines -Comics	Design -Fashion -Jewellery -Toys -Interior/Set Design -Graphics
Cultural sites -Historical monuments -Museums -Libraries -Archives etc	Performing Art -Live music -Theater -Dance -Opera -Puppetry	Audiovisual -Film -Television -Radio -Music Video New Media	Creative services -Architecture -Advertising -Creative R&D -Creative event services

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-Digitized content -Software -Video games	-Digital Services etc
-Animations	

Digitalization and the advancement of information technology have opened more opportunities and presented new challenges to the creative industries. The way creative products and services are produced and consumed have changed and reduced entry barriers and created opportunities for all nations to participate in the global creative economy. The digital age has also enabled talents from all around the world to work together and generate more ideas and products than ever. Thus, the creative industries require innovative policy approaches with respect to the capacity building, production, distribution of creative goods and services and intellectual property frameworks to stimulate innovation and sustainable economic growth.

The Organizational Development Exercise Report 2020 by the Royal Civil Service Commission established a Creative Arts Division under the Department of Information and Media, Ministry of Information and Communications with a mandate to promote the Creative Industry to strengthen national identity. Therefore, the MoIC would like to put forth this concept to bring into light the importance of Creative Industry as a way to diversify the economy in Bhutan.

The Creative Industries (CI) in Bhutan is at a nascent stage and requires support from the government. The CI system shall have the information of all the companies/individuals/sectors under the creative sector and provide a platform to connect creators and the industries.

VISION STATEMENT

"Creative industry that fosters sustainable socio-economic development through empowerment of youth and cultural development to achieve Gross National Happiness"

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B. Purpose

The Software Requirements Specification (SRS) provides an overview of the entire SRS with purpose, scope, definitions, acronyms, abbreviations, references and overview of the SRS. The aim of this document is to gather and analyze and give an in-depth insight of the complete **Creative Industry System (database & website)** by defining the problem statement in detail. Nevertheless, it also concentrates on the capabilities required by stakeholders and their needs while defining high-level product features. The detailed requirements of the **Creative Industry System** are provided in this document.

The CI system must be able to:

- I.Operate on any OS and web browser
- II. Create, Read, Update, Delete (CRUD) and store audit trails.
- III.Make all data available with visualizations
- IV. Provide a user interface (UI) for administration and management of data and queries
- V.The software system must provide the administrator with the ability to CRUD manage groups.
- VI.The software system must provide the administrator with the ability to CRUD manage permissions assigned to users and groups.
- VII. Consume and integrate information from other data sources.
- VIII. The server-side components of the software system must operate within a Linux operating system environment.
 - IX.The client-side components of the software system must operate within common web browser environments using Secure Sockets Layer (SSL) / Transport Layer Security (TLS) cryptographic protocols at a minimum encryption level of 128 bits.

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C. Scope

This CIS will be a Web Publishing System for the Creative Industry. The objectives of developing a CIS on Creative Industries are the following:

- For a comprehensive data and information on the CI in Bhutan
- To connect creative practitioners with the local and global markets
- To help in analyzing trade data for export and import of creative goods and services
- To know the number of people employed in the Sector and connect the CI members with those requiring CI services
- To promote programs, events, and activities related to the creative industry.

•

D. Glossary

Abbreviations	Descriptions
CI	Creative Industry
CI Member	Approved CI member after verification
CIS	Creative Industry System
DITT	Department of Information Technology & Telecom
DoIM	Department of Information & Media
MoIC	Ministry of Information & Communications
MoEA	Ministry of Economic Affairs

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CID Number	Citizen Identity Number
API	Application Program Interface
OS	Operating System
UI	User Interface
ОТР	One Time Password
SMS	Short Message Service
Census Data	Census data from Ministry of Home and Cultural Affairs (MoHCA)
Trade data	Licensed individuals/company data related to creative industries
Stakeholder	All individuals, government agencies and private firms involved in Creative Industry
Agencies	List of Government Agencies

E. References

01. www.dit.gov.bt : Bhutan Government Website Standards

02. https://unctad.org/ : Creative Industries Standards and Reports

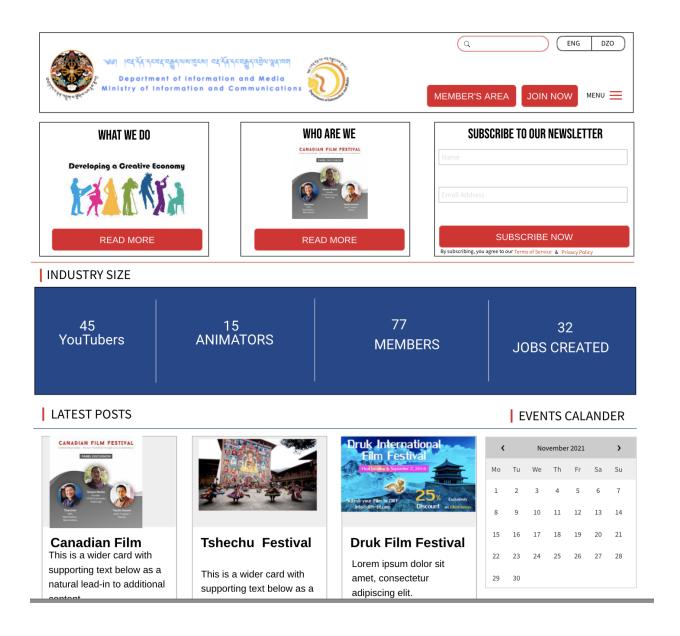
2. Overall Description

The CI database and website should be dynamic, secured, responsive, scalable and must be optimised to speed the web browse. All required information should be consumed from external sources and displayed wherever required in visuals with basic analytical capabilities (including multimedia). The proposed language for the database and website development should

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be standard (no third party software like wordpress) and latest technologies and as per the Bhutan Government Website Standards developed by DITT, MoIC, Bhutan.

A sample of the proposed landing page is illustrated below:



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A. System Environment

The CIS has two active actors and the CI member, the Administrator (DoIM officials) and the end users . The CI member registers to be a member of the CI industry and the reviewer will approve the membership.

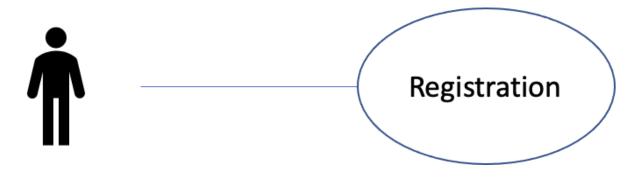
B. Functional Requirements Specification

This section outlines the use cases for each of the actors separately.

I. New Member Registration

01. Use Case: New Member Registration

02. Actors: CI Members and Administrators



New Member

- **03. Brief Description:** The new member accesses the Registration module, and inputs his/her Citizen ID number to fetch details from census database. The membership should indicate if it is for individual or as a licensed company.
- **04. Pre Conditions:** The citizen details are present in the census database and/or the company registration is registered.

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05. Post Conditions: Members should be Bhutanese and non-member of the CI.

06. Normal Flow:

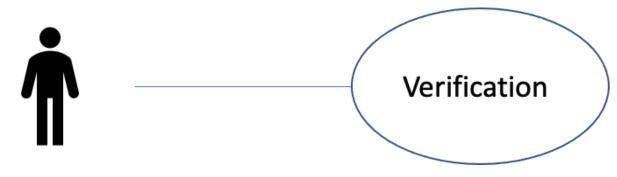
- I. Member inputs the CID numbers
- II. Fetch details from census database
- III. Check if already member
- IV. Indicate if the registration is for individuals or as a company.
- V. Registration details for the company should be fetched from the trade data from the Department of Trade, MoEA database upon entering the license holder CID number.
- VI. Input personal information (ANNEX I)contact number (8 digit mobile number), present Country/Dzongkhag, Marital Status, Employment status (Employed/Not Employed/Student), Skills (ANNEX II) and indicate the CI classification for which the membership is being applied. A member can select for more than one CI classification.
- VII. relating to the category/lists they have selected)
- VIII. With all required fields submitted, the member shall receive the OTP for verification through SMS and email address.
 - IX. The member verifies the registration.
 - X. Members are informed that the membership status is under review.

II. Verify New Membership

01. Use Case: Verification of new membership

02. **Actors:** Administrator

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Administrator

- **03. Brief Description:** The CI membership registration needs to be verified in order to check the authenticity (criteria- Annex III) of the users applying for the membership.
- **04. Pre Conditions:** Members have successfully submitted the registration with full details as required
- **05. Post Conditions:** Members are informed via registered email about their acceptance/rejections of the membership.
- **06. Normal Flow:** Administrator verifies the set of criteria defined for membership and approves/rejects membership with reasons.

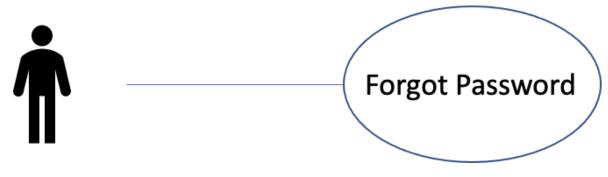
III. Forgot password

01. Use Case: Forgot password/change password

02. Actors: Members & Administrator

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Members

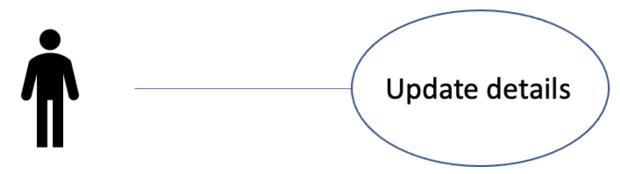
- 03. **Brief Description:**The CI members forgets the password and initiates forgot password
- 04. **Pre Conditions:** Members are already registered with a valid email address.
- 05. Post Conditions: Members get the new password
- 06. **Normal Flow:** Members initiate a forgotten password and the new password is emailed to the members. Members are asked to change the password immediately.

IV. Reminder to update details

01. Use Case: Membership details to be kept up-to-date

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02. Actors: If the member details information last update was of past 6 months, auto reminder to be emailed to members to update the changes if any or after

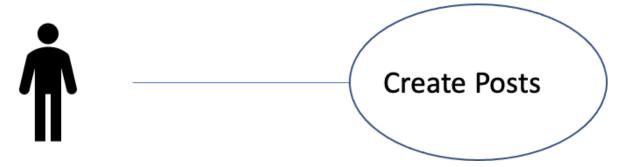


login direct members to update the details.

- **03. Pre Conditions:** Members details are already there.
- 04. Post Conditions: Member details updated.
- **05. Normal Flow:** The system should check the last date when the member details were updated. If more than 6 months, then email a reminder to update changes if any or direct to update details during the login.

V. Create Post

- **01.** Use Case: Administrator or members creates post
- **02.** Actors: Administrator and Members



Administrator & Members

03. Pre Conditions: Administrator and members are authenticated

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- **04. Post Conditions:**Post created for review and publish
- **05. Normal Flow:** The administrator is provided the content management tools (indentations, hyperlinks, add media, bold, indent , bullets and numbering, text color options) to add /edit posts .

VI. Review & Publish post

- **01.** Use Case: Review the post/blogs and publish. Rate and provide feedback on the posts.
- 02. Actors: Administrator and members and web visitors



Administrator, Members and Web visitors

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- **03. Pre Conditions:** Draft Post is created and saved.
- **04. Post Conditions:** Post is reviewed and published.
- **05. Normal Flow:** If the post is created by the members the post should be first reviewed by the administrator. The administrator should be informed of the pending post for review via email. The administrator after reviewing the post can either publish the posts or reject the post and inform the member via email of the post status. If needed, the administrator should have the right to unpublish the post after the post is published.

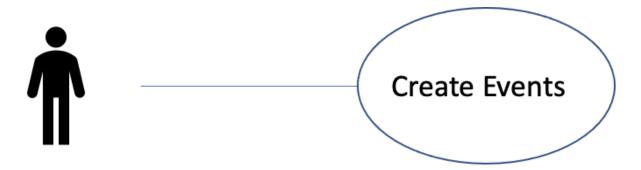
The published posts should have the option to provide feedback and rate (5 star rating) to rate the posts. The average ratings should be displayed below every post. The feedback should be emailed to the administrators.

VII. Create Events

01. Use Case: Create CI events that could be periodic or annually.

Administrators & Members

02. Actors: Administrators and members.



03. Pre Conditions: Administrators and CI members are authenticated.

04. Post Conditions: Event created with pending for approval status.

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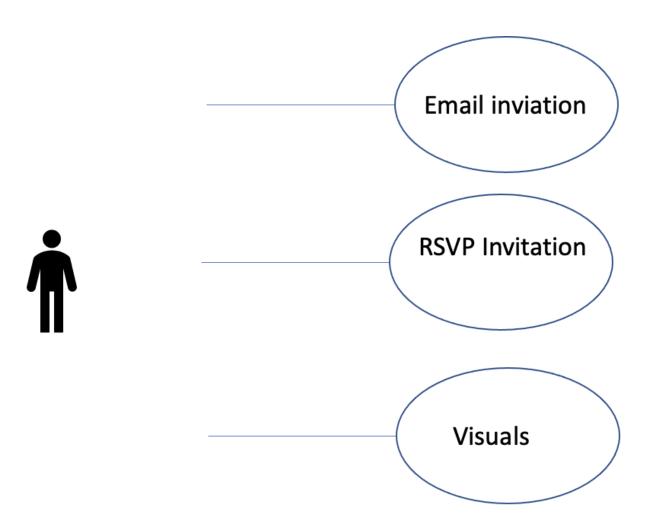
05. Normal Flow: Administrators and members should be able to create events with selection of date, time, venue and event details. The event could be open for all to attend or only selected invitees. In case of an open event, the post should be published directly if created by the administrator and sent for approval if created by the members.

VIII. Invite for Events

01. Use Case: Email event invitation with pdf based e-Card.

02. Actors: Administrators ,members and invitees

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- **03. Pre Conditions:** Event post is created and that the event is for only invitees.
- **04. Post Conditions:** Email e-invitation for the event
- **05. Normal Flow:** Administrator should be able to import invitees list (excel,csv) and email e-invitation with the option to RSVP for the invitees. The invitees can RSVP which should be displayed in visuals in the event dashboard.

In an event where the event is cancelled or postponed the event handler should be able to inform the invitees.

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IX. Members profile badge and verification

- 01. **Use Case:** Members are awarded profile badges based on the set of criteria (employment, works executed, productions, followers, feedbacks etc)
- 02. Actors: Administrators and web visitors



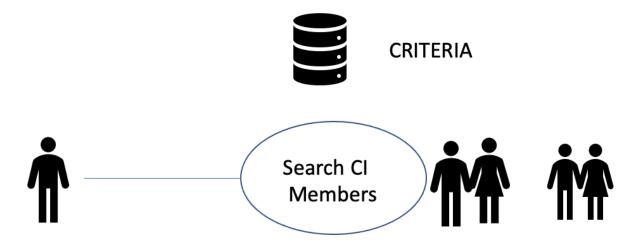
- 03. Pre Conditions: Members are registered and membership details are up to date
- 04. **Post Conditions:** Members are awarded profile badges
- 05. **Normal Flow:** The default badge for the registered members could be blue . To encourage members to use the CI platform to update their activities, the system will award different badges on the criteria defined .

The search should first display those verified members and in descending order of the badges.

X. Search for CI members

- **01.** Use Case: Web visitors should be able to search for the members based on the skills and the type of CI classification.
- **02.** Actors: Web visitors

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- **03. Pre Conditions:** The members details are updated based on the skills and CI classification.
- **04. Post Conditions:** Search filter based on the search criteria
- **05. Normal Flow:** Web visitors should be able to search CI members based on the skills and CI classification. The members should be able to view the searched members which should be paginated. The visitors must be able to contact the CI members based on their search criteria.

XI. Provide LIKES to CI Members

01. Use Case: Provide likes (Star ratings) to the CI members

02. Actors: Web visitors

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03. Pre Conditions: Members details are updated

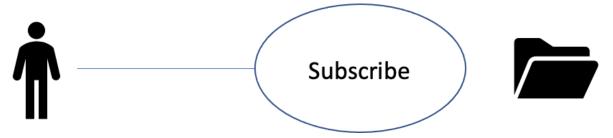
04. Post Conditions: Display ratings

05. Normal Flow: The web visitors should be able to provide star ratings to the members . Based on those ratings, the top CI members should be displayed in the home page. (ANNEX VIII)

XII. Subscription

01. **Use Case:** Users (members/web site visitors) should be able to subscribe to the newsletter (post, announcement etc)

02. Actors: Web visitors & members



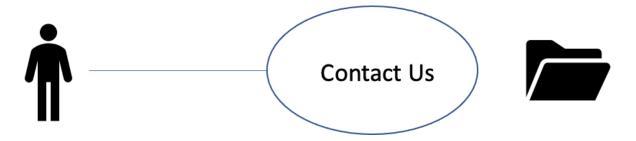
- **03. Pre Conditions:** Members/Website visitors provide valid email address and trigger subscribe button.
- **04. Post Conditions:** Receive formatted newsletters with the ability to unsubscribe if needed.

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05. **Normal Flow:** Members/Web visitors fill up the subscription form with a valid email address to receive newsletter (posts) form the CI platform.

XIII. Contact Us

- 01. **Use Case:** Users (members/web site visitors) should be able to contact the administrator/management/stakeholders (ANNEX VIII) via email.
- 02. **Actors:** Web visitors & members



- **03. Pre Conditions:** Relevant email address of the CIS admin and management address are reachable
- 04. Post Conditions: Successful email sent message
- **05. Normal Flow:** Users triggers the Contact Us button to provide feedback/suggestions/contact webmaster and fills up the required form.Users should be able to select whom to contact (checklist with email address of the contacts)

XIV. Reports

- 01. **Use Case:** Administrators ,Members , stakeholders and web visitors should be able to generate customized reports based on user access rights.
- 02. Actors: Administrators, Members, stakeholders and web visitors

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03. Pre Conditions: Database has the records

04. Post Conditions: Visual reports based on selected fields

05. Normal Flow: Users with proper access rights should be able to generate reports based on the fields selected by the users. The reports should be presented in visuals wherever possible and provide options to export the reports in excel,csv or pdf format.

XV. Analytics of web visitors

The analytics must provide statistics and basic analytical tools for search engine optimization (SEO) and marketing purposes. It must provide the measurement and analysis of data to inform an understanding of user behavior across web pages to measure and benchmark site performance and to look at key performance indicators that drive the business.

3. Non-Functional Requirements

A. Performance

The website's load time should not be more than two seconds for users on both desktop and mobile phones. The members must be able get the confirmation email within 2 minutes from the moment the buttons are triggered.

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The website performance report should be submitted during the CIS acceptance test. Eg(https://www.dotcom-tools.com/) & (https://www.uptrends.com/)

B. Reliability

Users can access the website with a minimum failure rate and the outputs (search, subscription, contact us modules) should be reliable. The audit trails will be used to measure the reliability of the CIS.

C. Availability

This feature defines the amount of time the system is running, the time it takes to repair a fault, and the time between lapses. The system log files will be used to measure the availability of the CIS.

D. Maintainability

This feature indicates the average time and ease and rapidity with which a system can be restored after a failure. This will be measured from the change management request and failure restoration.

E. Recoverability

Recoverability is the ability to recover from a crash or a failure in the system and return to full operations. This will be measured from the system log files.

F. Manageability

This feature is defined as the ability to control a system efficiently (post reviews, post status change, contact us, subscription modules, apply for membership etc.) and keep it fully operational.

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G. Data Integrity

Data integrity refers to maintaining and ensuring data accuracy and consistency over its entire lifecycle. This will be measured through the homepage visuals reports and the entire report consistency over the time.

H. Usability

This feature concerns the users; it indicates how effectively they can learn and use a system. The usability will be measured from the users ability to use the system and from the feedback/suggestions.

I. Interoperability

All system components must follow a common and standard set of exchange formats to exchange data; the CIS should be able to exchange data from the Government Data Hub.

J. Security

Database security shall meet required BtCIRT standards and must pass the BtCIRT vulnerability scan.

K. Analytical

The system shall be able to generate basic graphical and tabular statistical information. The information shall further include geographic location, gender, qualification and age.

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L. Online User Manual

As the system will be used by multiple stakeholders, an on-line manual is critical which must provide users guide/tooltip to navigate.

M.

ANNEX I-Membership Fields

The Annexx I describes the mandatory fields/information that the CI members must share/input in the CIS information.

SL.No	NAME	REMARKS
1	First Name	Mandatory
2	Middle Name	NA
3	Last Name	Mandatory
4	Martial List	Mandatory-Drop Down list (Single,Married,Divorced)
5	Qualification	Drop down list (Class X,Class XII,Diploma,Degree,Masters, PhD, none of the

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		above/others)
6	Qualification Filed	Checkbox list (
7	Employment Status	Drop down list (Employed,Not Employed, Employer, Freelancer, Student/monks/nuns)
8	Sex	Census Database-Read Only
9	DoB	Census Database-Read Only
10	Permanent Dzongkhag	Census Database-Read Only
11	Permanent Gewog	Census Database-Read Only
12	Permanent Village	Census Database-Read Only
13	Country of Residence	Mandatory-Drop down list (Bhutan,India,Nepal,Australia ,Bangladesh,USA etc)
14	Current Dzongkhag	Mandatory-Drop down list
15	Contact Number	Mandatory- 8 digits
16	Email address	Mandatory-valid email format
17	Membership Type	Mandatory-Drop down (CI Classification type)
18	Skills	Mandatory-Checkbox list(only 5 selection)
19	Portfolio	Mandatory (Original works) Upload Documents Button
19	Membership Applied on	dd/mm/yyyy
20	Membership approved on	dd/mm/yyyy
21	Last log in	dd/mm/yyyy

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ANNEX II-Membership Skills

Skills type of the CI members. This skills could be used to match the profile of each CI member for the members classification.

SL. No	CATEGORY	SKILLS	REMARKS
1	Visual Arts	Fine Arts	
		Digital Artist	
		Photographer	
		Sculpture Artist	
		Pottery/ Ceramicist	
		Others: (recommendation to add skills/category)	
2	Performing Arts	Live Music	
		Theater	
		Dancer	
		Drama	
		Magician	
		Standup comedian	
		Opera Artist	

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		Spoken word poetry	
		Mimicry Artist	
		Puppetry	
		Parkour	
		Ventriloquism	
		Others: (recommendation to add skills/category)	
3	Writing	Novel	
		Content writing	
		Poem	
		Short stories	
		Comics	
		Creative writing	
		Script writing	
		Song writing	
		Journalist	
		Others: (recommendation to add skills/category)	
4	Video(Film,Televi sion, Radio)	Videographer	
		Cinematographer	
		Video editor	
		Script writer	
		TV host	
		TV producer	

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		Radio Jockey
		Director
		Others: (recommendation to add skills/category)
	Audio	Music composer
		Singer/Rapper
		Sound engineer /designer/mixer
		Beatboxer
		Music Producer
		Record producer
		Lyricist
		Others: (recommendation to add skills/category)
5	New Media	Content developer
		Software Developer
		Video games developer
		Animator
		Visual Journalist
		Application developer
		Digital copywriter
		Digital Marketer
		Editorial assistant
		Multimedia programmer
		Multimedia specialist

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		Others: (recommendation to add skills/category)
6	Design	Fashion designer
		Model
		Makeup artist
		Jewellery designer
		Mobile app Designer
		Toys
		Interior designer
		Set designer
		Graphics designer
		Web designer
		Product Designer
		Architectural designer
		Others: (recommendation to add skills/category)
7	Creative Services	Event manager
		Advertising agency
		Creative R&D agency
		Creative art director
		Creative specialist
		Digital service provider
		Others: (recommendation to add skills/category)

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ANNEX III-Members Verification Criteria

The set member verification criteria:

SI.No	CATEGORY	CRITERIA	REMARKS
1.	General	Evaluate registration form	Verified ☑ check box
2.		Evaluate portfolio	
3			
4			
5			

ANNEX IV-System Administration Fields

System Administration information that must be captured.

SL.No	NAME	REMARKS
1	First Name	Mandatory
2	Middle Name	NA
3	Last Name	Mandatory
4	Agency Name	Mandatory-Drop down list
5	User Name	Mandatory-Email address format (first letter of the first name and the last name)
6	Password	Mandatory-8 characters

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8	Email Address	Mandatory
9	Phone Number	Mandatory- 8 Digit
10	Department Name	Mandatory-Drop down list
11	Role Type	Checklist -Mandatory (Administrator, Users) and Module Access rights
12	Last login date	dd/mm/yyyy

ANNEX V-Membership Status

Defines the status of the membership status

Sl.NO	NAME	REMARKS
1	Approved & Active	After the membership is approved by the admin.Capture data and time.
2	Rejected	If the membership is rejected Rejection Reason text box to write the reasons for membership rejection. Capture data and time.
2	Inactive	After the membership withdraws/cancels/ deaths Cancellation Reason text box to write the reasons for membership cancellation. Capture data and time.

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3	Suspended	After the membership violates /does not update etc.
		Suspension Reason text box to write the reasons for membership suspension.
		Capture data and time.

ANNEX VI-Post Categories

Defines the type of post that will be created with the post status .

SL.No	NAME	REMARKS
1	Post Type	Mandatory- Drop Down list (Announcement, News, Press Release etc) Capture data and time.
2	Post Status	Mandatory- Drop down list (Pending, Published, Unpublish)
3	Post Date	dd/mm/yyyy
4	Post Edit date	dd/mm/yyyy

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ANNEX VII-Membership Badge Categories

Defines the type of badges awarded and the criteria against each batch.

SL.N o	NAME	CRITERIA	REMARKS	PERKS
1	Verified	After the membership registration is approved provided the member has a completed profile. This means it must be active, public, have a banner, description, profile picture, and content.	It means that the membership is the official creator, artist, company, public figure, or entity. It shows that the members/contents are coming from a legitimate source and can be trusted. At the time of approving the membership the CIS will capture data and time.	
2	Silver Badge	1.If there are 3 or more original work done related to CI 2.Number of followers./subscribers is more than 2K	At the time of awarding the badge the CIS will capture data and time.	Additional storage
3	Gold	1.If there are 7 or more original work done related to CI 2.Number of employees is between 10 and 20	At the time of awarding the badge the CIS will capture data and time.	Additional Storage
4	Platiniu m	1.If there are 20 or more original work done related to CI 2.Number of employees is between 20-30 Rated 5 stars by 100	At the time of awarding the badge the CIS will capture data and time.	Additional Storage

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people		
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ANNEX VIII-Display Criteria

SL.No	CRITERIA	REMARKS
1	Verified with platinum badge	
2	Verified and with gold badge	
3	Verified with silver badge	
4	Verified with bronze badge	

ANNEX IX-Stakeholders

The stakeholders involved in Creative Industries

SL.NO	NAME
1	Royal Office of Media (ROM)
2	Ministry of Economic Affairs (MoEA)
3	Ministry of Finance (MoF)
4	Ministry of Foreign Affairs (MoFA)
5	Gross National Happiness Commission (GNHC)

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6	Ministry of Home and Cultural Affairs (MoHCA)	
7	Ministry of Labour and Human Resource (MoLHR)	
8	Ministry of Agriculture and Forestry (MoAF)	
9	National Film Commission (NFC)	
10	Bhutan InfoComm and Media Authority (BICMA)	
11	Media Council of Bhutan (MCB)	
12	Bhutan Media Foundation (BMF)	
13	Film Association of Bhutan (FAB)	
14	Vast Bhutan	
15	GOKAB	
16	Royal Textile Academy of Bhutan (RTAB)	
17	International Organizations	
18	Financial Institutions	

Note

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